

<i>SERFF Tracking Number:</i>	<i>UNAM-126792829</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>46654</i>
<i>Company Tracking Number:</i>	<i>PL-BDAY-LTR-810</i>		
<i>TOI:</i>	<i>H21 Health - Other</i>	<i>Sub-TOI:</i>	<i>H21.000 Health - Other</i>
<i>Product Name:</i>	<i>Birthday Letter</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: Birthday Letter

SERFF Tr Num: UNAM-126792829 State: Arkansas

TOI: H21 Health - Other

SERFF Status: Closed-Approved-
Closed

State Tr Num: 46654

Sub-TOI: H21.000 Health - Other

Co Tr Num: PL-BDAY-LTR-810

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Rosalind Minor

Author: Holly Parenti

Disposition Date: 09/02/2010

Date Submitted: 08/31/2010

Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 09/02/2010

Explanation for Other Group Market Type:

State Status Changed: 09/02/2010

Deemer Date:

Created By: Holly Parenti

Submitted By: Holly Parenti

Corresponding Filing Tracking Number:

PPACA: Not PPACA-Related

Filing Description:

Form(s)

PL-BDay-LTR-810 Life, Cancer, HI4 and Dental Insurance Policy Letter

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Life Insurance forms, PL-LDBWL 09 (approved - 10/8/08), Cancer Insurance forms, PL-C1 (08) AR (approved - 5/16/08), Hospital

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 Product Name: Birthday Letter
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 Indemnity Insurance PL-HI4 (08) AR (approved – 2/11/09) and Dental Insurance PLDEN09 AR (approved – 8/17/09).

We consider this advertisement a flyer for our Multi Line Insurance Policies approved by your Department.

If additional information is needed, please contact me at 800-275-6667 ext. 4104522 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
 P.O. Box 958465 407-628-1776 [Phone] 8531 [Ext]
 Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company	CoCode: 67660	State of Domicile: Pennsylvania
1001 Heathrow Park Lane	Group Code: 953	Company Type:
Suite 5001	Group Name:	State ID Number:
Lake Mary, FL 32746	FEIN Number: 23-1305366	
(407) 995-8000 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$50.00 per Advertisement
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$50.00	08/31/2010	39126561

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Rosalind Minor	09/02/2010	09/02/2010

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Disposition

Disposition Date: 09/02/2010

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	Approved-Closed	Yes
Supporting Document	Application	Approved-Closed	Yes
Supporting Document	Health - Actuarial Justification	Approved-Closed	Yes
Supporting Document	Outline of Coverage	Approved-Closed	Yes
Supporting Document	PPACA Uniform Compliance Summary	Approved-Closed	Yes
Form	Birthday Letter	Approved-Closed	Yes

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Form Schedule

Lead Form Number: PL-BDay-LTR-810

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Approved-Closed 09/02/2010	PL-BDay-LTR-810	Advertising Birthday Letter	Initial			PL-BDay-LTR-810.pdf



PENNSYLVANIA
LIFE INSURANCE CO.

Let me be the first to wish you a Happy Birthday!



I hope your upcoming birthday makes for an exciting and unforgettable day. On this special birthday you may be experiencing a number of changes in your life.

At Pennsylvania Life Insurance Company, we specialize in meeting the health and life insurance needs of people just like you. We can help you understand insurance coverage as well as identify other insurance options you may qualify for. In fact, Pennsylvania Life provides a full array of products that offer the security and freedom you and your family deserve. Our portfolio of products include*:

- Senior Life Insurance
- Senior Dental Insurance
- First Diagnosis Cancer Insurance
- Hospital Indemnity Insurance

We truly want to help educate customers, like you, to make the best choices for a secure future. I will soon be contacting you by phone to provide you with more information on these products. If you are further interested, we can schedule a personal meeting to discuss your options further. Again, I wish you a Healthy and Happy Birthday!

Sincerely,

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. A licensed agent may contact you. These policies may have exclusions and limitations. Policy Form Series: PL-LDBWL09, PL-GDBWL09, Dental Insurance PLDEN09, Cancer PL-C1 (08), Hospital Indemnity PL-HI4 (08).

*Product availability varies by state.

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A Healthy Collaboration™

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Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Flesch Certification	Approved-Closed	09/02/2010
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Application	Approved-Closed	09/02/2010
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Health - Actuarial Justification	Approved-Closed	09/02/2010
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Outline of Coverage	Approved-Closed	09/02/2010
Bypass Reason:	N/A		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	PPACA Uniform Compliance Summary	Approved-Closed	09/02/2010
Bypass Reason:	N/A		
Comments:			